2008 USAID Development 2.0 Challenge submissions
AGRICULTURE

1) Agrotext In Kenya

2) Centralized Information Of Agricultural Resources And Prices Collected And Accessible By Mobile At National Or Regional Level

3) ECAMIC Project - Using ICTs Innovatively To Promote Market
Access For Farmers

4) Providing Business Opportunities Information To Farmers And
Producers Via SMS

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1) **Agrotext In Kenya**

Purpose: Farmers use text messaging to access a database of agricultural knowledge, including information on suppliers, appropriate seed variants for the region, disease threats, and more.

Where it has worked: Not yet implemented. The service is expected to launch in Kenya by January, 2010.

Business model: Farmers pay for each SMS received. The fee is yet to be determined, possibly as low as 10 cents.

Tech approach: SMS.

Other partners/funding sources: Harvard College Global Hunger Initiative

Project URL: n/a

Contact Info:

2) Centralized Information Of Agricultural Resources And Prices Collected And Accessible By Mobile At National Or Regional Level

Purpose: Allow farmers to use mobile phones to access a central database of agricultural information through text, voice, and images, appropriate for any level of literacy.

Where it has worked: Not yet implemented.

Business model: Not specified.

Tech approach: Voice and text messaging.

Other partners/funding sources: None indicated.

Project URL:

Contact Info:

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3) ECAMIC Project - Using ICTs Innovatively To Promote Market Access For Farmers

Purpose: The Eastern Corridor Agricultural Marketing Information Center (ECAMIC) in Ghana has procured TradeNet software by BusyLab to use automatic text messages to disseminate accurate, up-to-date market information to cooperatives of farmers.

Where it has worked: Implementation has begun in Ghana.

Business model: Not specified. Project has subsidized phones and paid for TradeNet service for farmers thus far.

Tech approach: SMS.

Other partners/funding sources: International Institute for Communication and Development – IICD; SEND Foundation, Ghana; CORDAID.

Project URL:

Contact Info:

4) Providing Business Opportunities Information To Farmers And Producers Via SMS

Purpose: Gardeners post buy and sell offers for their vegetables using SMS or a call center. This information is made available to subscribers through e-mail, text message, or online.

Where it has worked: Pilot program to accommodate 600 users is underway in El Salvador.

Business model: Users will pay both to post their bids and receive market information. Mobile carrier will share in the revenue.

Tech approach: FrontlineSMS software in combination with Clickatell service is used to send and receive SMS.

Other partners/funding sources: Winrock International

Project URL: n/a

Contact Info: